



Retail Goods and Services Expenditures

Prepared by DCA

Counties: Greene, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Rural Bypasses	57.5%	Population		9,866	9,692
Modest Income Homes	21.4%	Households		4,083	4,069
Simple Living	10.7%	Families		2,696	2,634
City Commons	10.4%	Median Age		37.7	38.9
		Median Household Income		\$22,207	\$24,404

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	46	\$1,261.47	\$5,150,583
Men's	47	\$233.37	\$952,865
Women's	44	\$426.78	\$1,742,534
Children's	52	\$229.14	\$935,587
Footwear	42	\$214.00	\$873,744
Watches & Jewelry	42	\$82.11	\$335,273
Apparel Products and Services ¹	51	\$76.07	\$310,580
Computer			
Computers and Hardware for Home Use	46	\$101.39	\$413,971
Software and Accessories for Home Use	44	\$13.17	\$53,771
Entertainment & Recreation	51	\$1,746.92	\$7,132,656
Fees and Admissions	39	\$240.35	\$981,346
Membership Fees for Clubs ²	40	\$63.16	\$257,885
Fees for Participant Sports, excl. Trips	41	\$46.46	\$189,692
Admission to Movie/Theatre/Opera/Ballet	40	\$59.42	\$242,601
Admission to Sporting Events, excl. Trips	42	\$24.42	\$99,714
Fees for Recreational Lessons	36	\$46.89	\$191,454
TV/Video/Sound Equipment	54	\$629.82	\$2,571,557
Community Antenna or Cable Television	58	\$390.01	\$1,592,424
Color Televisions	48	\$65.43	\$267,145
VCRs, Video Cameras, and DVD Players	51	\$19.92	\$81,348
Video Cassettes and DVDs	53	\$32.04	\$130,817
Video Game Hardware and Software	53	\$17.32	\$70,735
Satellite Dishes	48	\$0.74	\$3,003
Rental of Video Cassettes and DVDs	52	\$31.20	\$127,391
Sound Equipment ³	44	\$70.08	\$286,120
Rental and Repair of TV/Sound Equipment	53	\$3.08	\$12,574
Pets	58	\$253.93	\$1,036,798
Toys and Games	54	\$97.20	\$396,871
Recreational Vehicles and Fees ⁴	55	\$249.97	\$1,020,614
Sports/Recreation/Exercise Equipment ⁵	47	\$108.62	\$443,485
Photo Equipment and Supplies ⁶	48	\$66.19	\$270,260
Reading ⁷	47	\$100.84	\$411,725
Food	55	\$4,610.08	\$18,822,944
Food at Home	56	\$2,839.28	\$11,592,762
Bakery and Cereal Products	56	\$407.07	\$1,662,061
Meat, Poultry, Fish, and Eggs	58	\$766.89	\$3,131,198
Dairy Products	56	\$306.47	\$1,251,317
Fruit and Vegetables	53	\$465.36	\$1,900,076
Snacks and Other Food at Home ⁸	57	\$893.49	\$3,648,110
Food Away from Home	52	\$1,770.80	\$7,230,182
Alcoholic Beverages	49	\$301.49	\$1,230,966
Nonalcoholic Beverages at Home	59	\$256.46	\$1,047,122



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Financial			
Investments	31	\$465.33	\$1,899,925
Vehicle Loans	60	\$3,672.08	\$14,993,083
Health			
Nonprescription Drugs	60	\$73.08	\$298,375
Prescription Drugs	70	\$405.75	\$1,656,669
Eyeglasses and Contact Lenses	53	\$44.13	\$180,167
Home			
Mortgage Payment and Basics ⁹	41	\$3,549.03	\$14,490,673
Maintenance and Remodeling Services	41	\$817.60	\$3,338,266
Maintenance and Remodeling Materials ¹⁰	52	\$195.87	\$799,718
Utilities, Fuel, and Public Services	58	\$2,555.78	\$10,435,261
Household Furnishings and Equipment			
Household Textiles ¹¹	47	\$65.39	\$266,996
Furniture	45	\$286.12	\$1,168,238
Floor Coverings	38	\$34.84	\$142,269
Major Appliances ¹²	53	\$155.90	\$636,558
Housewares ¹³	48	\$50.25	\$205,173
Small Appliances	53	\$19.65	\$80,247
Luggage	40	\$4.16	\$16,983
Telephones and Accessories	48	\$22.75	\$92,899
Household Operations			
Child Care	40	\$167.86	\$685,366
Lawn and Garden ¹⁴	59	\$262.07	\$1,070,021
Moving/Storage/Freight Express	47	\$25.31	\$103,343
Housekeeping Supplies ¹⁵	56	\$433.15	\$1,768,544
Insurance			
Owners and Renters Insurance	56	\$267.84	\$1,093,607
Vehicle Insurance	55	\$803.02	\$3,278,728
Life/Other Insurance	55	\$351.07	\$1,433,423
Health Insurance	61	\$1,193.36	\$4,872,504
Personal Care Products ¹⁶	54	\$257.25	\$1,050,368
School Books and Supplies ¹⁷	52	\$62.84	\$256,564
Smoking Products	70	\$338.52	\$1,382,174
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	59	\$3,367.76	\$13,750,546
Gasoline and Motor Oil	61	\$1,237.34	\$5,052,043
Vehicle Maintenance and Repairs	53	\$559.67	\$2,285,125
Travel			
Airline Fares	39	\$160.57	\$655,600
Lodging on Trips	44	\$180.30	\$736,150
Auto/Truck/Van Rental on Trips	36	\$15.64	\$63,875
Food and Drink on Trips	46	\$215.67	\$880,573

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.